



# Delivering Full-Service Restaurant Diners



# Profile of Charlotte's Frequent Full-Service Restaurant Diner



Report: TARGET QUICK PROFILE  
 Market: CHARLOTTE, NC for FEB-MAR 2009  
 Bases: ADULTS AGE 18+  
 Target: FREQUENT RESTAURANT DINER--4 + TIMES PAST 2 WKS

THE MEDIA AUDIT

All Groups  
TOTAL

Base Population: 1,770,392

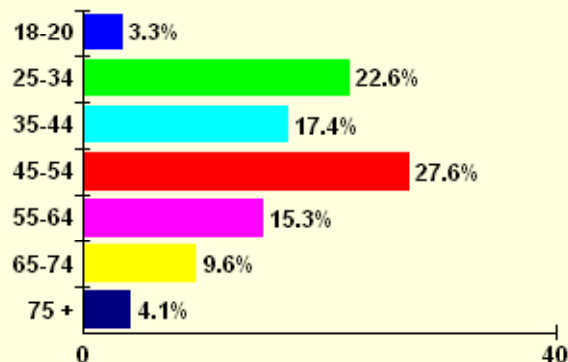
% in Target: 12.9

Target Persons: 229,014

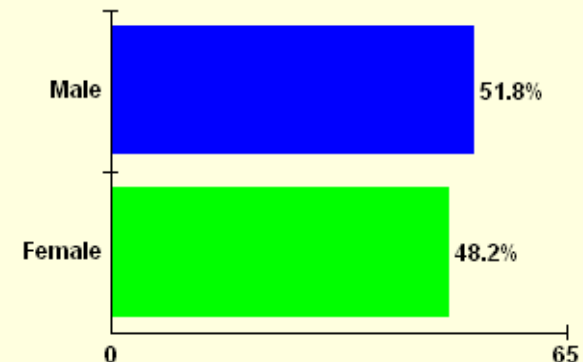
## Target Profile

**Total Income:** \$21,480,262,750  
**Median Income:** \$84,241  
**Median Age:** 47  
**Home Owners:** 93%  
**Median Home Value:** \$201,281  
**Median Miles Past Week:** 200

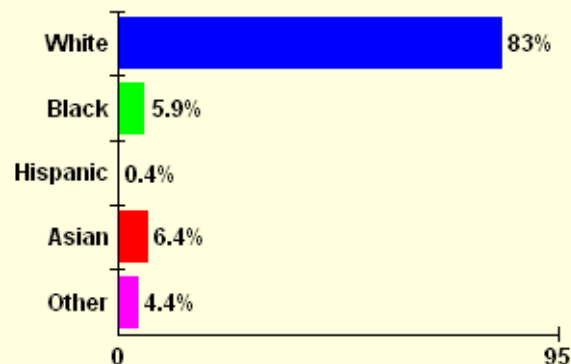
## Age Analysis



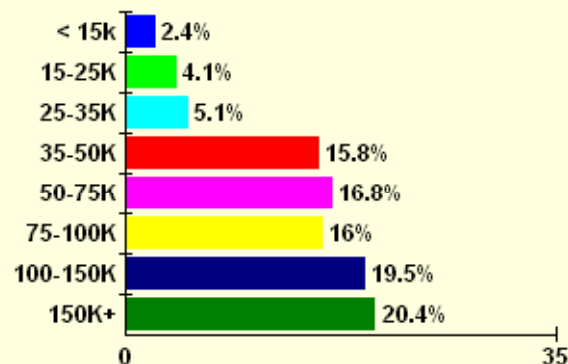
## Gender Profile



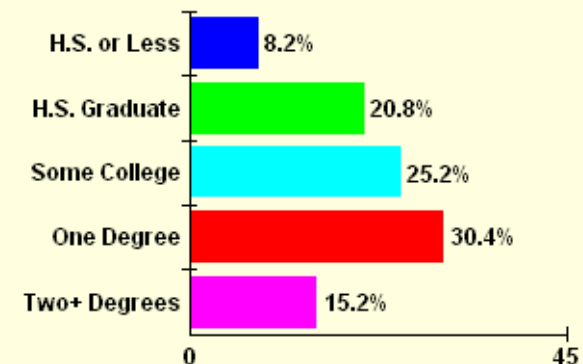
## Ethnicity Profile



## Annual Income



## Education Profile





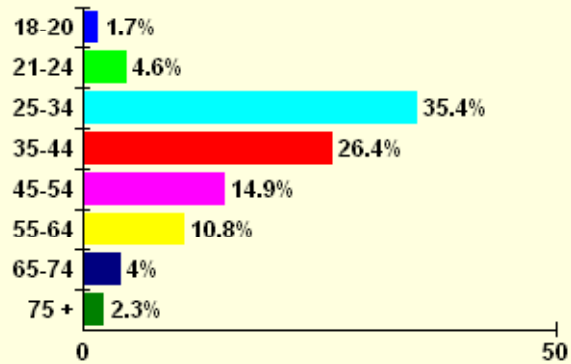
# Readership Profile

Report: MEDIA QUICK PROFILE THE MEDIA AUDIT All Groups  
 Market: CHARLOTTE, NC for FEB-MAR 2009 TOTAL  
 Bases: ADULTS AGE 18+  
 Media: CREATIVE LOAFING  
 Base Population: 1,770,392 % in Media: 19.9 Media Persons: 352,537

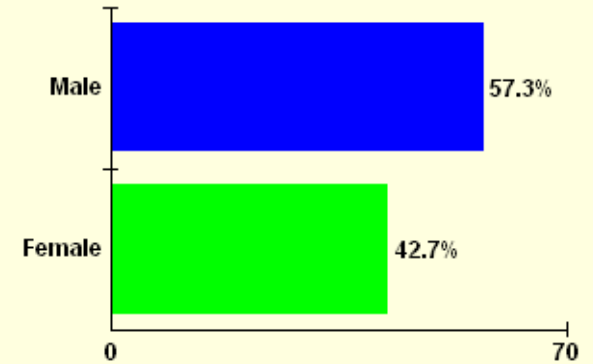
### Audience Profile

**Total Income:** \$27,354,267,250  
**Mean Income:** \$77,593  
**Mean Age:** 40  
**Home Owners:** 82%  
**Mean Home Value:** \$274,760  
**Mean Miles Past Week:** 246

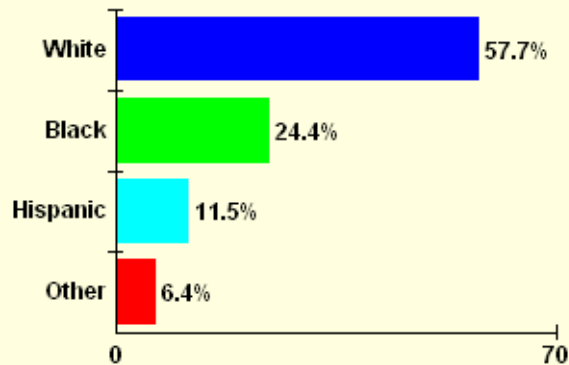
### Age Analysis



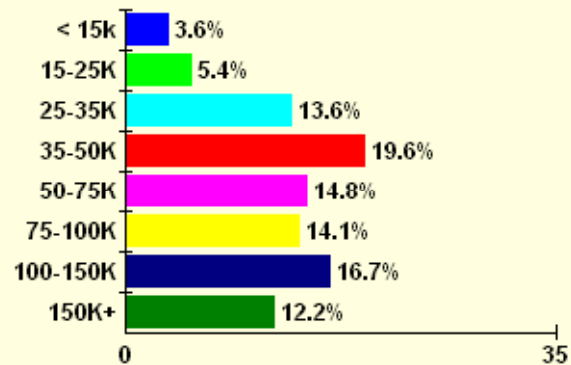
### Gender Profile



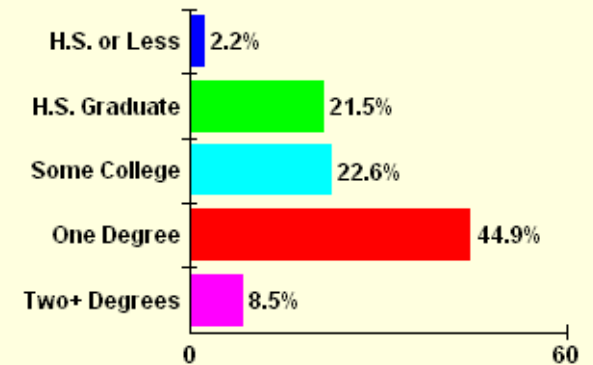
### Ethnicity Profile



### Annual Income



### Education Profile





# Profile of Creative Loafing's Frequent Restaurant Diners



## Average Income of \$97,740

Report: MEDIA QUICK PROFILE  
 Market: CHARLOTTE, NC for FEB-MAR 2009  
 Bases: FREQUENT RESTAURANT DINER--4 + TIMES PAST 2 WKS  
 Media: CREATIVE LOAFING  
 Base Population: 229,014

THE MEDIA AUDIT

All Groups  
TOTAL

% in Media: 24.5

Media Persons: 56,045

### Audience Profile

Total Income: \$5,477,867,500

**Mean Income: \$97,740**

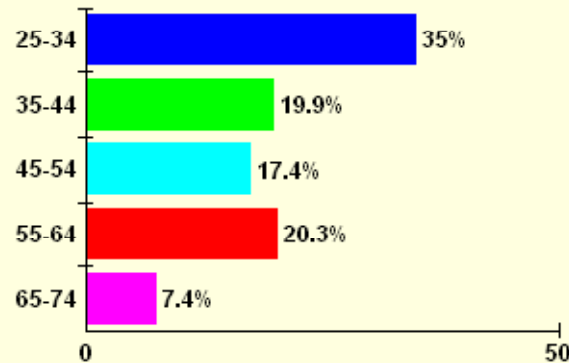
Mean Age: 43

Home Owners: 91%

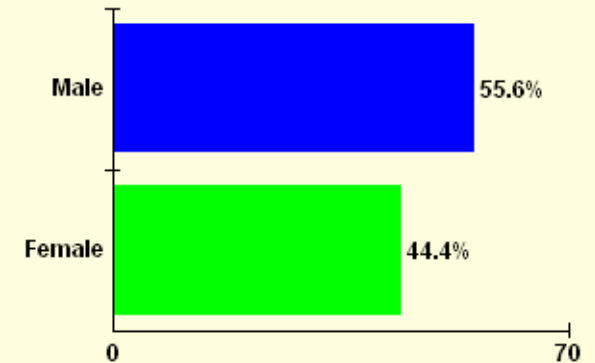
Mean Home Value: \$374,271

Mean Miles Past Week: 364

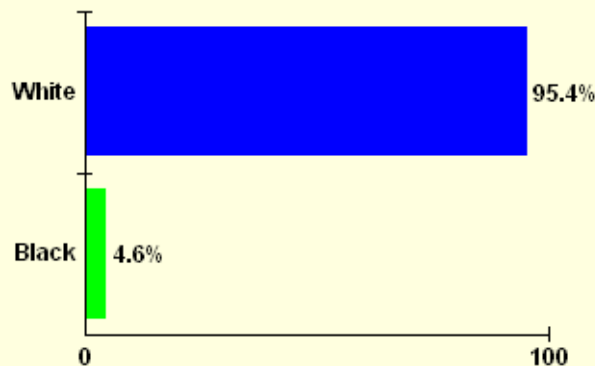
### Age Analysis



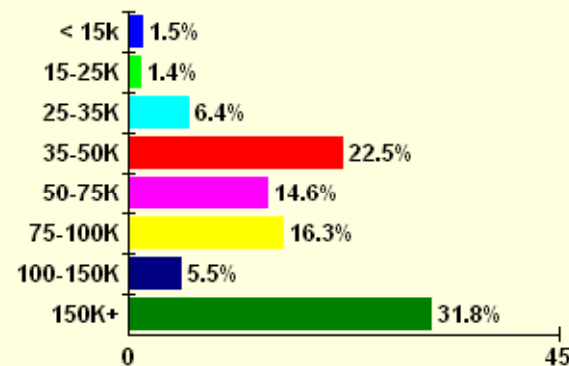
### Gender Profile



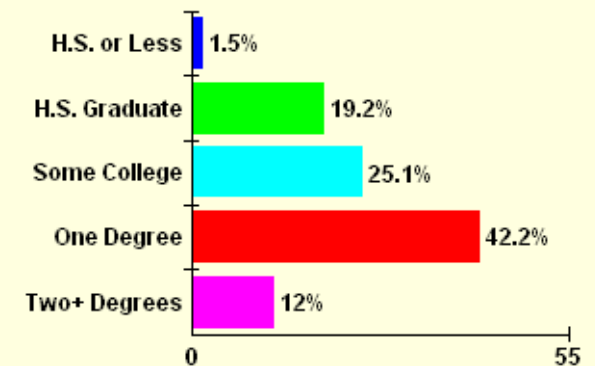
### Ethnicity Profile



### Annual Income



### Education Profile





# Creative Loafing Super-Serves the Prime Demographic of 25-54

**68% of Charlotte's Frequent Restaurant Diners are Age 25-54.  
77% of Creative Loafing Readers are Age 25-54**

Report: AGE DEMO ANALYSIS  
Market: CHARLOTTE, NC for FEB-MAR 2009  
Bases: ADULTS AGE 18+  
Media: CREATIVE LOAFING  
Target: FREQUENT RESTAURANT DINER--4 + TIMES PAST 2 WKS

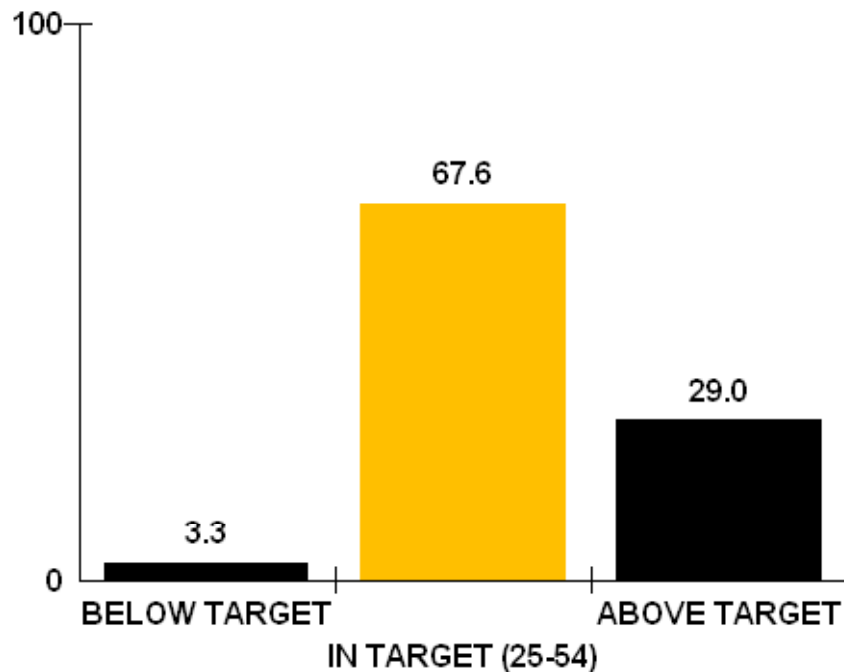
THE MEDIA AUDIT

Total Market Persons: 1,770,392  
Total Market Persons: 1,770,392

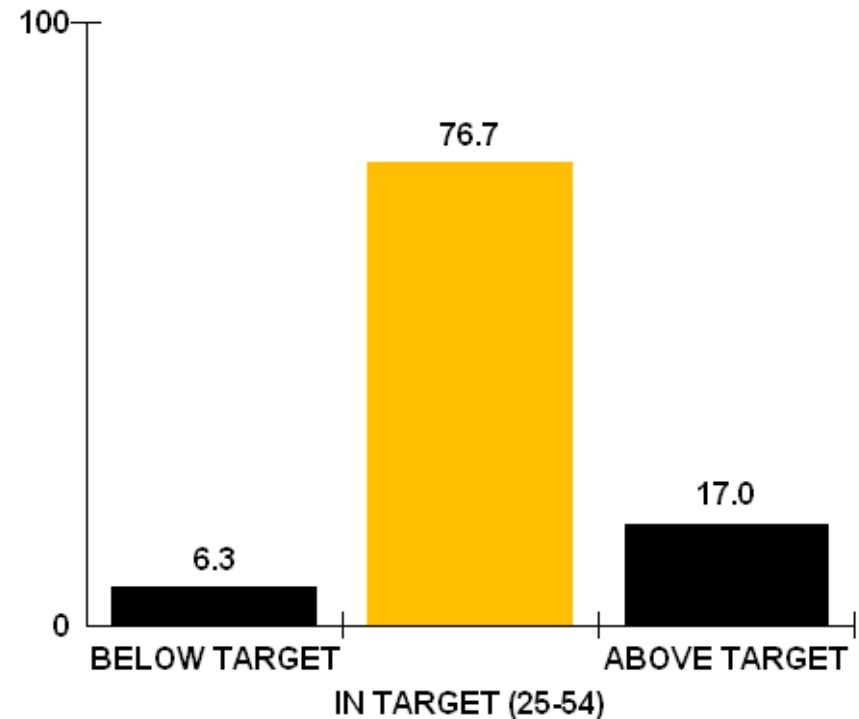
Media Percent: 19.9%  
Target Percent: 12.9%

Media Persons: 352,536  
Target Persons: 229,013

### FREQUENT RESTAURANT DINER--4 + TIMES PAST 2 WKS



### CREATIVE LOAFING





# Creative Loafing An Affluent Audience

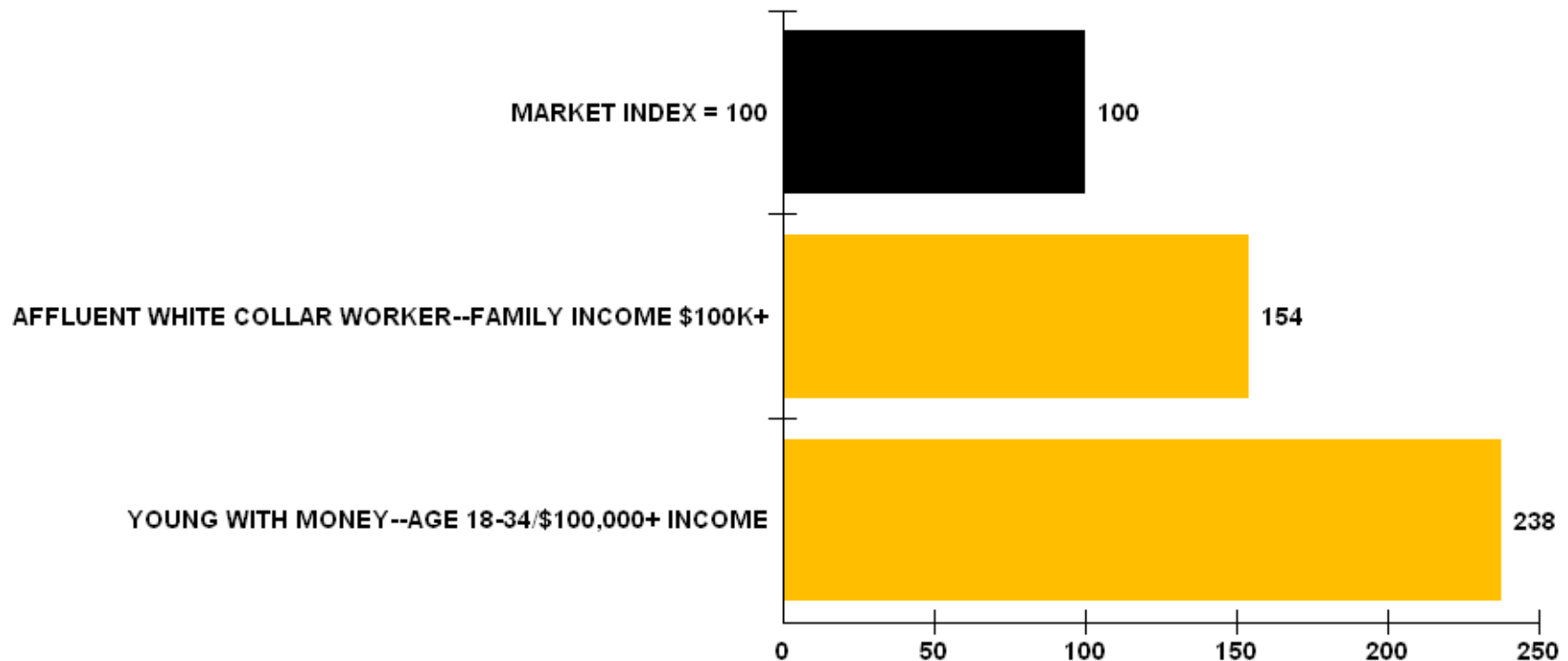


Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: CHARLOTTE, NC for FEB-MAR 2009  
Bases: ADULTS AGE 18+  
Media: CREATIVE LOAFING

THE MEDIA AUDIT

Cume Index

**CREATIVE LOAFING OUTPERFORMS THE MARKET IN DELIVERING CHARLOTTE'S AFFLUENT**





# Creative Loafing Reaches MORE Frequent Restaurant Diners than ANY LOCAL PRINT.

Report: RANKER REPORT  
 Market: CHARLOTTE, NC for FEB-MAR 2009  
 Bases: ADULTS AGE 18+  
 Target: FREQUENT RESTAURANT DINER--4 + TIMES PAST 2 WKS

THE MEDIA AUDIT

Base Population: 1,770,392

% In Target: 12.9%

Rank	Media	Cume Persons	Cume Rating	0	8	17	25
1	CREATIVE LOAFING	56,045	24.5				
2	CHARLOTTE MAGAZINE	53,863	23.5				
3	CHARLOTTE BUS. JRNL.	53,116	23.2				
4	OBSERV*SN*FOOD SEC.	50,358	22.0				
5	OBSERV*WD*FOOD SEC.	44,963	19.6				
6	OBSERV*SN*LIFE/FASHN	43,685	19.1				
7	CLIPPER MAGAZINE	42,719	18.7				
8	OBSERV*WD*LIFE/FASHN	39,118	17.1				
9	SOUTHPARK LIVING MAG	38,065	16.6				
10	OBSERV*SN*MOVIE/ENT.	32,457	14.2				
11	CHARLOTTE WEEKLY	31,296	13.7				
12	OBSERV*WD*MOVIE/ENT.	28,672	12.5				
13	AUTO TRADER	25,025	10.9				
14	CHARLOTTE PARENT	22,788	10.0				
15	CHARLOTTE TASTE	20,602	9.0				
16	TODAY'S CHAR. WOMAN	18,124	7.9				
17	LAKE NORMAN MAGAZINE	14,461	6.3				
18	HUNTERSVILLE HERALD	12,613	5.5				
19	SKIRT! MAGAZINE	11,406	5.0				
20	LAKE NORMAN NAVIGATR	10,978	4.8				
21	UNION COUNTY WEEKLY	10,149	4.4				
22	GREATER CHARLOT. BIZ	9,944	4.3				





**Creative Loafing Reaches 41,177 Frequent Restaurant Diners that can not be reached by Charlotte Magazine.**

Report: DUPLICATE REACH REPORT  
Market: CHARLOTTE, NC for FEB-MAR 2009  
Bases: ADULTS AGE 18+  
Target: FREQUENT RESTAURANT DINER--4 + TIMES PAST 2 WKS

THE MEDIA AUDIT

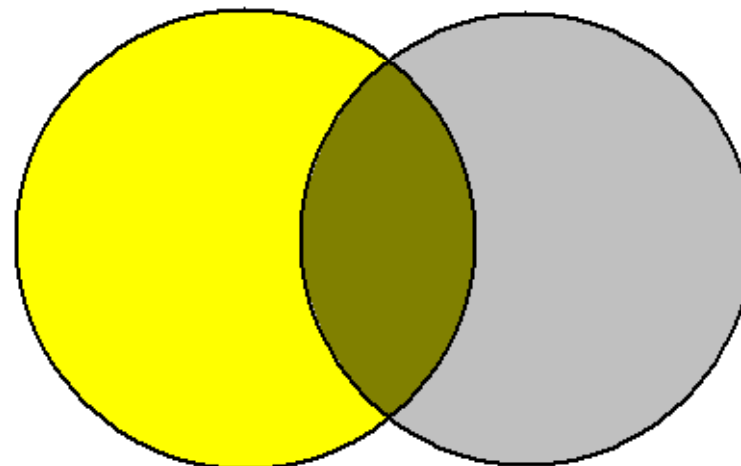
Venn Diagram

UNDUPLICATED  
CREATIVE LOAFING: 41,177

NET UNDUPLICATED REACH: 95,040  
DUPLICATED: 14,868

UNDUPLICATED  
CHARLOTTE MAGAZINE: 38,995

**Venn Diagram**



- CREATIVE LOAFING: 43.3% Unduplicated Reach
- 15.6% Duplication
- CHARLOTTE MAGAZINE: 41.0% Unduplicated Reach





# Duplication



## Creative Loafing Reaches 41,993 Frequent Restaurant Diners that can not be reached by Charlotte Taste.

Report: DUPLICATE REACH REPORT  
Market: CHARLOTTE, NC for FEB-MAR 2009  
Bases: ADULTS AGE 18+  
Target: FREQUENT RESTAURANT DINER--4 + TIMES PAST 2 WKS

THE MEDIA AUDIT

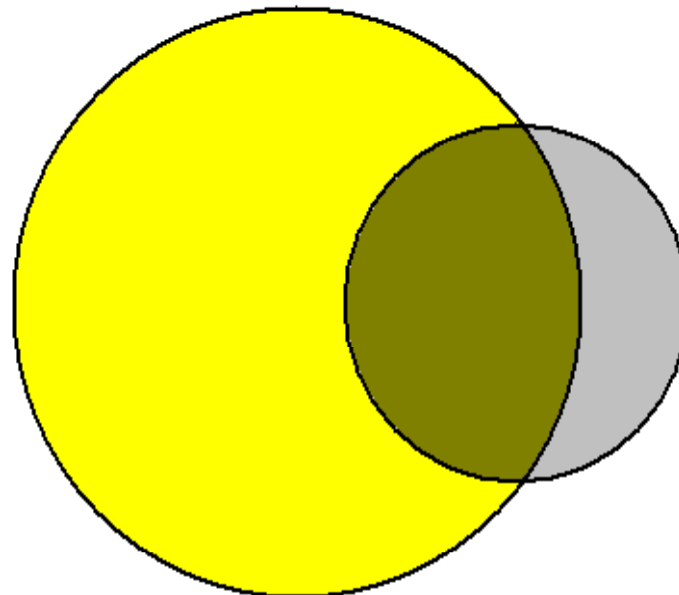
Diagram

UNDUPLICATED  
CREATIVE LOAFING: 41,993

NET UNDUPLICATED REACH: 62,596  
DUPLICATED: 14,052

UNDUPLICATED  
CHARLOTTE TASTE: 6,550

### Venn Diagram



- CREATIVE LOAFING: 67.1% Unduplicated Reach
- 22.4% Duplication
- CHARLOTTE TASTE: 10.5% Unduplicated Reach



# Creative Loafing Reaches MORE Frequent Restaurant Diners than ANY RADIO STATION.



Report: RANKER REPORT  
 Market: CHARLOTTE, NC for FEB-MAR 2009  
 Bases: ADULTS AGE 18+  
 Target: FREQUENT RESTAURANT DINER--4 + TIMES PAST 2 WKS

THE MEDIA AUDIT

Base Population: 1,770,392

% In Target: 12.9%

Rank	Media	Cume Persons	Cume Rating	0	8	17	25
1	<b>CREATIVE LOAFING</b>	56,045	24.5				
2	WNKS-FM	51,038	22.3				
3	WSOC-FM	37,821	16.5				
4	WBT-FM	32,757	14.3				
5	WKKT-FM	32,377	14.1				
6	WEND-FM	31,667	13.8				
7	WKQC-FM	26,896	11.7				
8	WRFX-FM	26,134	11.4				
9	WBT-FM/AM	24,689	10.8				
10	WFAE-FM/WFHE-FM	23,891	10.3				
11	WLNK-FM	20,417	8.9				
12	WPEG-FM	16,660	7.3				
13	WLYT-FM	16,062	7.0				
14	WXRC-FM	13,802	6.0				
15	WDAV-FM	10,801	4.7				
16	WBAV-FM	10,167	4.4				
17	WQNC-FM	7,493	3.3				
18	WRCM-FM	7,215	3.2				
19	WNSC-FM	3,014	1.3				
20	WSGE-FM	2,361	1.0				
21	WYFQ-FM	2,072	0.9				
22	WFNZ/WFNA	1,551	0.7				
23	WPZS-FM	751	0.3				



# Creative Loafing Reaches MORE

Frequent Restaurant Diners than All but One Local TV Newscast



Report: RANKER REPORT  
 Market: CHARLOTTE, NC for FEB-MAR 2009  
 Bases: ADULTS AGE 18+  
 Target: FREQUENT RESTAURANT DINER--4 + TIMES PAST 2 WKS

THE MEDIA AUDIT

Base Population: 1,770,392

% In Target: 12.9%

Rank	Media	Cume Persons	Cume Rating	0	13	27	40
1	EARLY NEWS*WSOC C 9	91,196	39.8				
2	<b>CREATIVE LOAFING</b>	<b>56,045</b>	<b>24.5</b>				
3	EARLY NEWS*WBTV C 3	54,990	24.0				
4	EARLY NEWS*WCNC C 36	54,967	24.0				
5	LATE NEWS*WSOC C 9	48,489	21.2				
6	PRIME NEWS*WCCH C 18	34,055	14.9				
7	LATE NEWS*WBTV C 3	33,470	14.6				
8	LATE NEWS*WCNC C 36	33,358	14.6				



# Annual Consumer Buying Power



**Creative Loafing Readers Spend an Average of \$2,336 per year at Restaurants, For a Total of over \$1.5 Billion Annually.**

Report: ANNUAL CONSUMER BUYING POWER REPORT  
 Market: CHARLOTTE, NC for FEB-MAR/AUG-SEP 2008  
 Bases: ADULTS AGE 18+  
 Media: CREATIVE LOAFING

THE MEDIA AUDIT

Base Population: 1,698,363

% In Media Audience: 17.4%

Targets	Media \$'s	Average \$'s
ALCOHOLIC BEVERAGES AT RESTAURANTS, CAFETRS, DRIVE	74,104,888	798
BEER AND ALE AT FULL SERVICE RESTAURANTS	37,350,176	1,642
OTHER ALCOHOLIC BEVERAGES AT FULL SERVICE RESTAURA	43,966,752	4,724
WINE AT FULL SERVICE RESTAURANTS	29,205,542	2,328
MEALS AT RESTAURANTS, CAFETERIAS, DRIVE-INS, ETC.	1,175,517,824	4,192
BREAKFAST AND BRUNCH AT FULL SERVICE RESTAURANTS	18,499,204	576
LUNCH AT FULL SERVICE RESTAURANTS	53,305,848	716
DINNER AT FULL SERVICE RESTAURANTS	138,007,408	1,450
SNACKS AND NONALCOHOLIC BEVERAGES AT FULL SERVICE	7,624,341	137
<b>TOTALS</b>	<b>1,577,581,952</b>	<b>2,336</b>



# Where Charlotte Frequent Restaurant Diners Live

